FINAL CASE Study

by Diego Salinas

PROBLEM STATEMENT

I am making a web portfolio focused on my different hireable artistic skills

What problem i am solving?

I am creating a website to show my different artistic works, most of my art is digital but I also work with other materials.

Who is my target market?

.My goal is potential clients and people who are interested in my art and want to hire me for a job.

UX/UI PROCESS

EMPATHIZE

- identify the problem
- Benchmark research
- interviews

DEFINE

- Synthesize Data
- Personas

IDEATE

- Site Structure
- User Flows

PROTOTYPE

- Wireframes
- Moodboards
- Brand Identity
- Color Mockups

TESTING

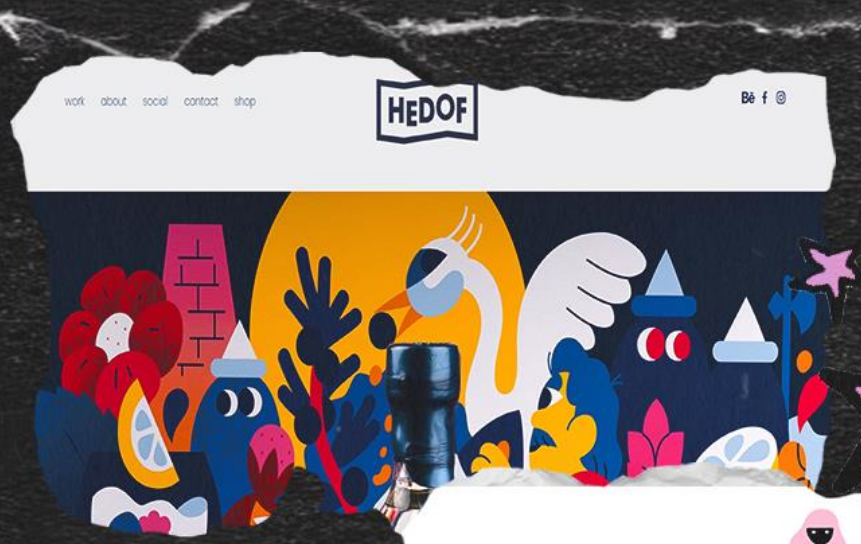
- - Clickable website
- - Conclusion

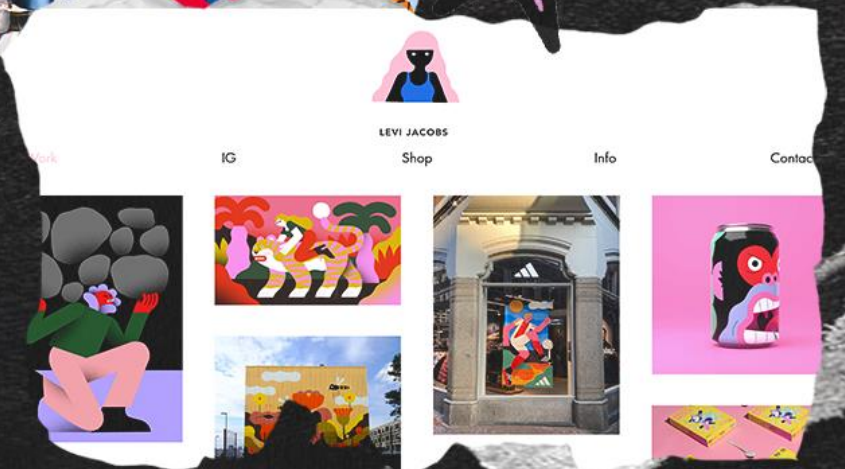
Benchmark Research - Portfolio Websites

What I found from researching portfolio websites:

A good portfolio should be

- a way in which you can demonstrate your projects and skills in effective and easy-to-understand ways
- I was looking at portfolios of illustrators and designers and I came to the conclusion that what makes a portfolio stand out in this market is how much of your personality you put into your portfolio and your projects



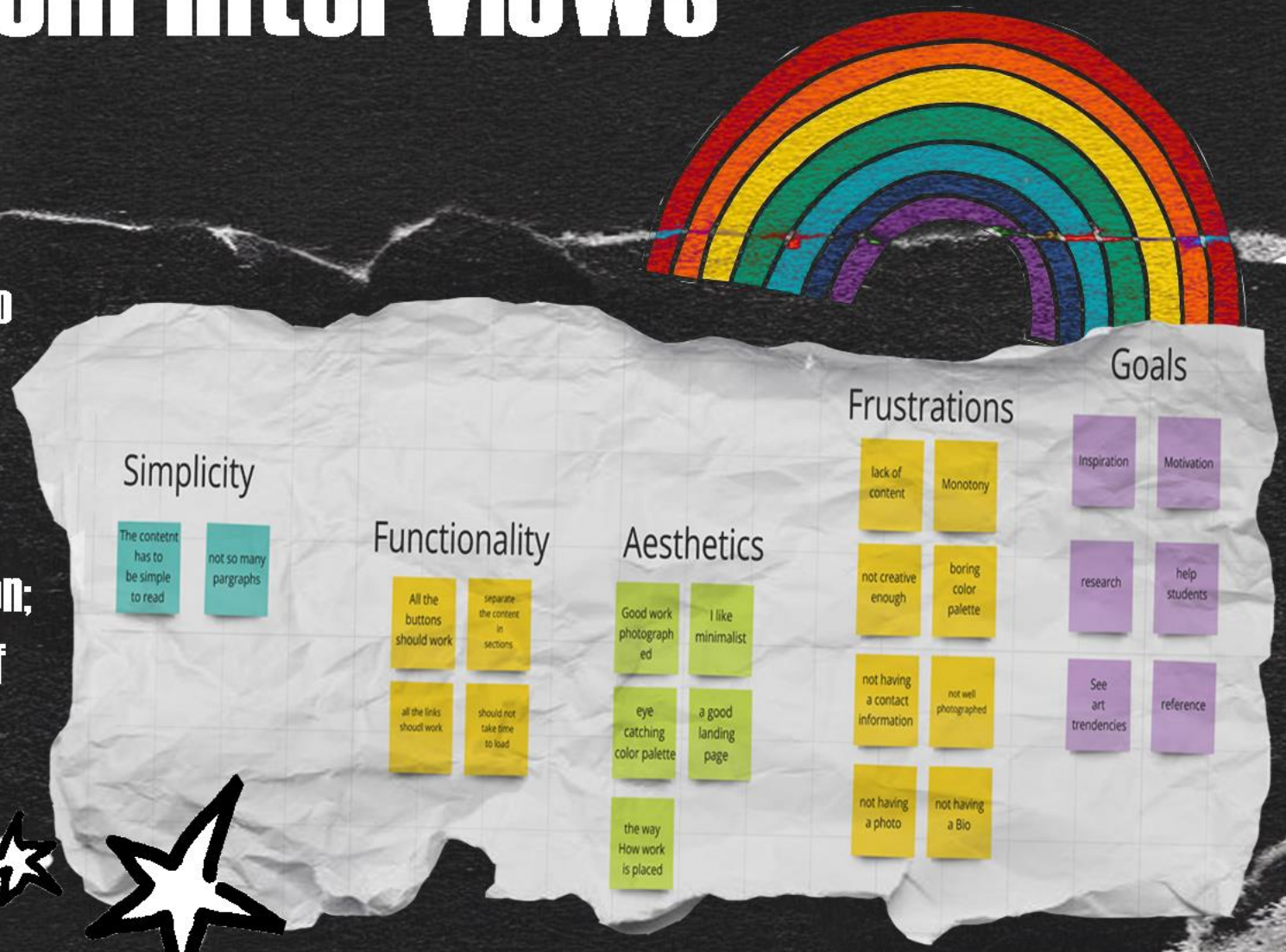


INTERVIEWS

1. When was the last time you visited an art portfolio? How was your experience?
2. What is something that catches your attention in an art portfolio?
3. What is something that makes an art portfolio boring or not so interesting?
4. How much time do you spend looking at an art portfolio?
5. Does the color palette affect my portfolio? If I leave it in black and white, will it look minimalist or boring?
6. For what purpose have you visited an art portfolio?
7. Do you like a portfolio showcasing various skills, or do you prefer a portfolio focused on a specific area?
8. What do you think is necessary to have in an art portfolio?

Some Insights from Interviews

- You should have good information about the artist such as a good bio or different ways to contact the artist.
- It should be simple, minimalist, easy to understand but at the same time creative.
- it should be a portfolio that attracts attention; they feel that all portfolios have a cadence of personality.



PERSONAS

1

Name:Leo Messi
Age:18
Gender:Masculine
Single with dogs
Bio:Leo Messi is a freshman graphic design student who is willing to find inspiration looking at my portfolio

Frustations
- not having an eye catching color palette
- poorly deisgn
- lack of description
- lack of content

Goals
- inspiration
- motivation
- reference
- see art tendencies

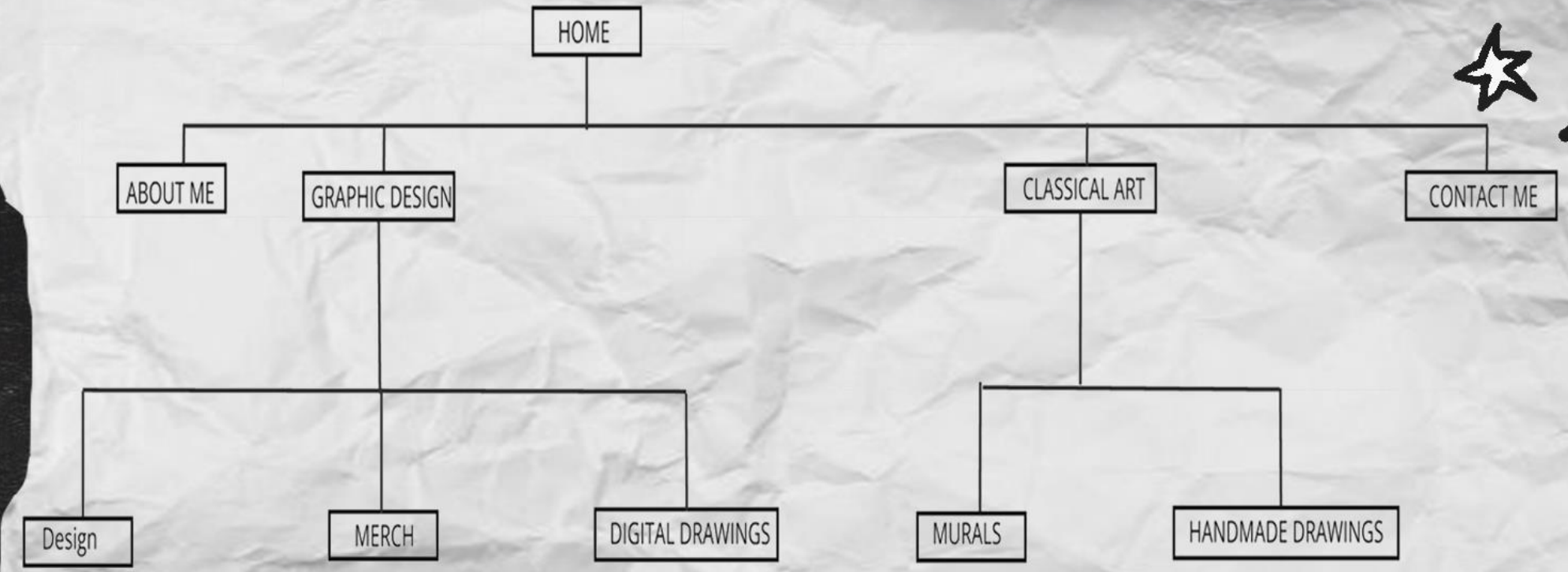
2

Name: Cristiano Ronaldo
Age:40
Gender: Masculine
Divorced with 7 kids and two cats
Bio: Cristiano Ronaldo is Graphic design professor with 20 years of experience. Right now, he is helping his students make their portfolios and he wants to evaluate mine

Frustations:
-Lack of content
-Lack of effort
-Not well photographed
-Not having Bio
-Not well placed

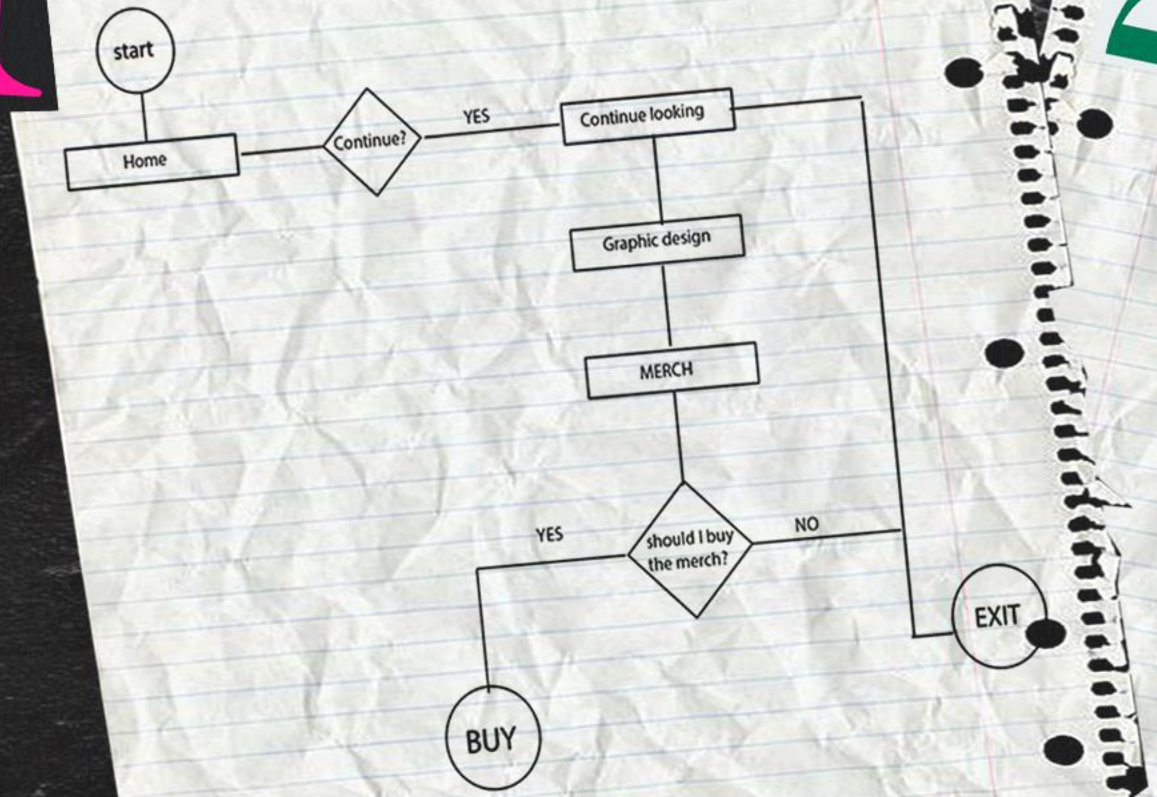
Goals
- helping students
- criticizing
- inspiration
- research

SITE STRUCTURE



USER FLOWS

1



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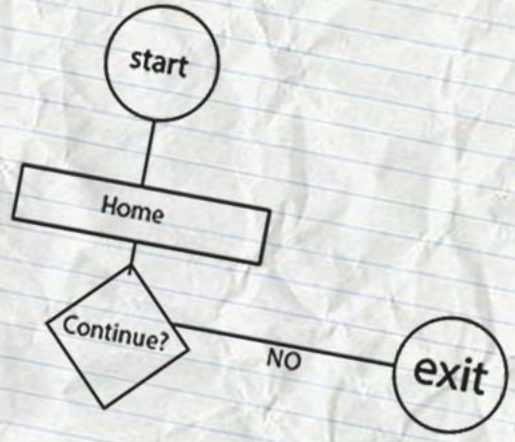
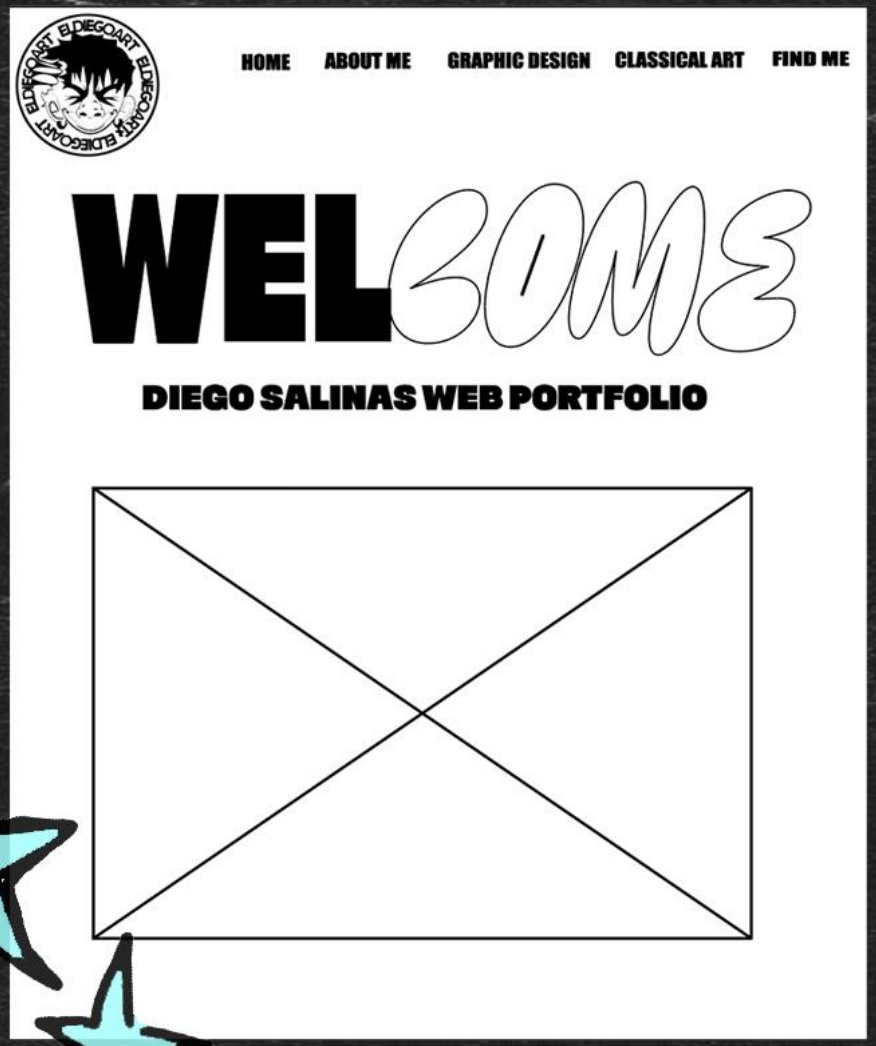
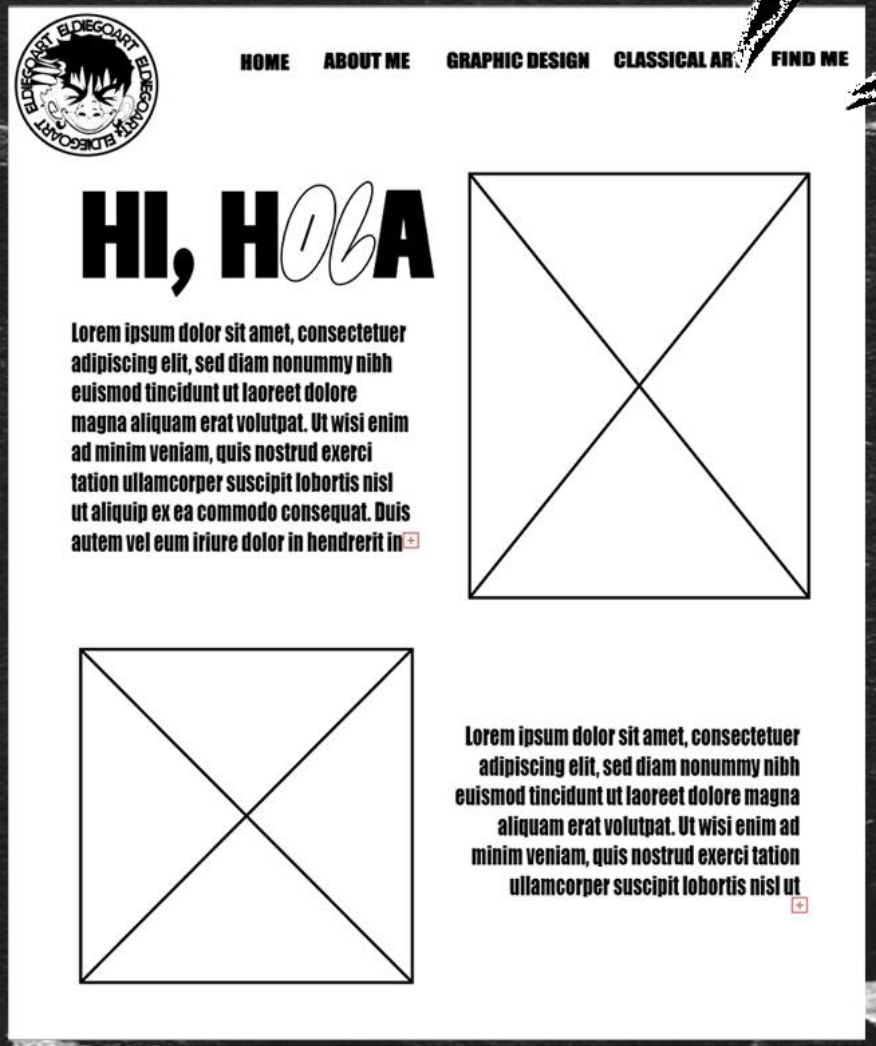


WIREFRAMES 1





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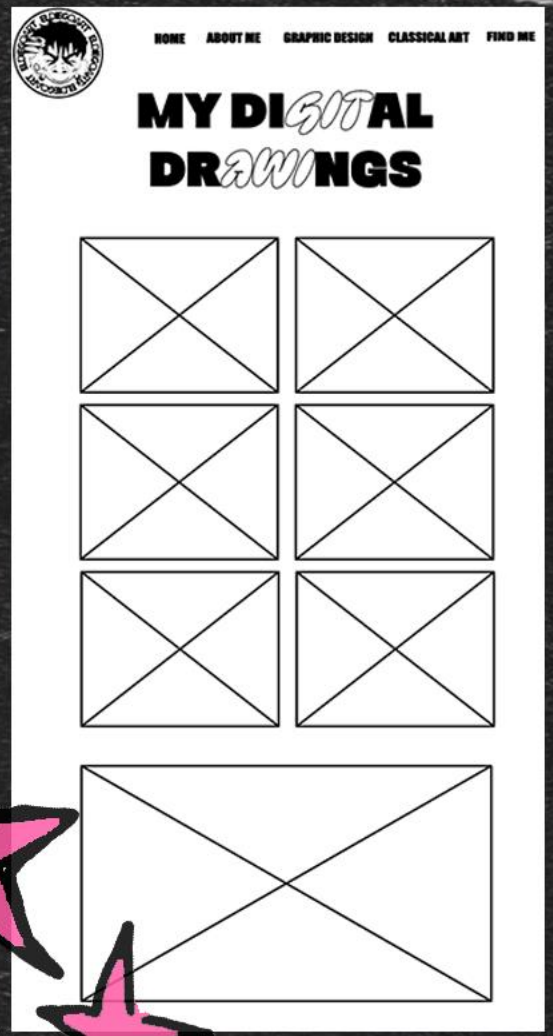
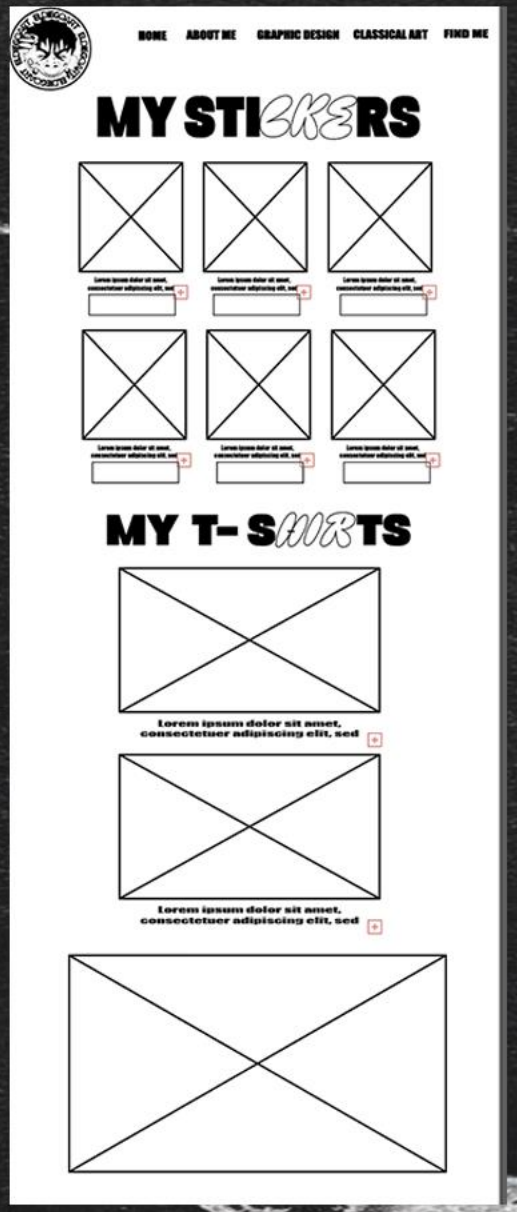
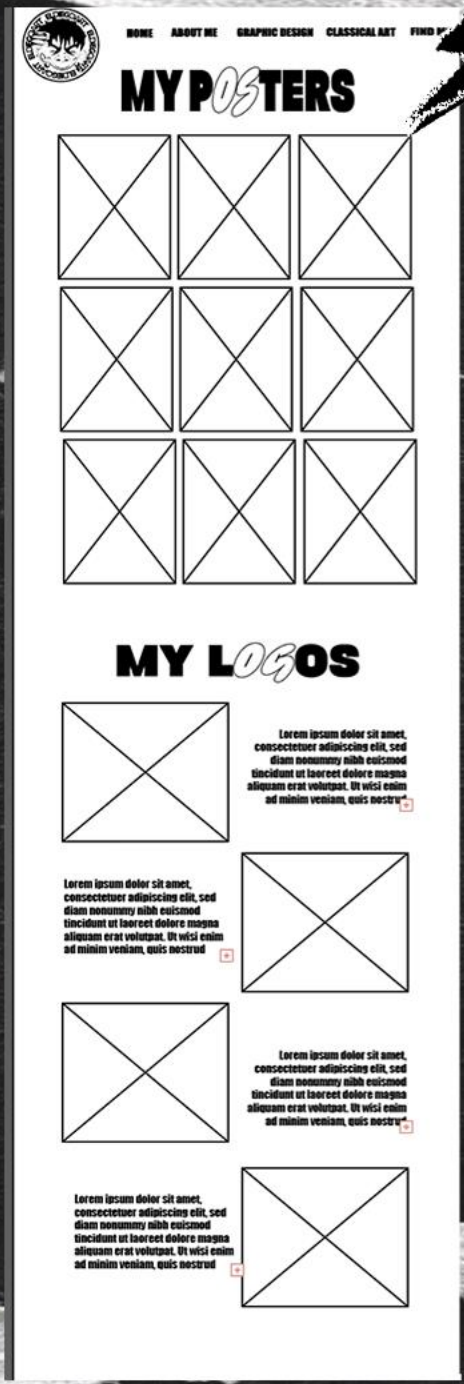
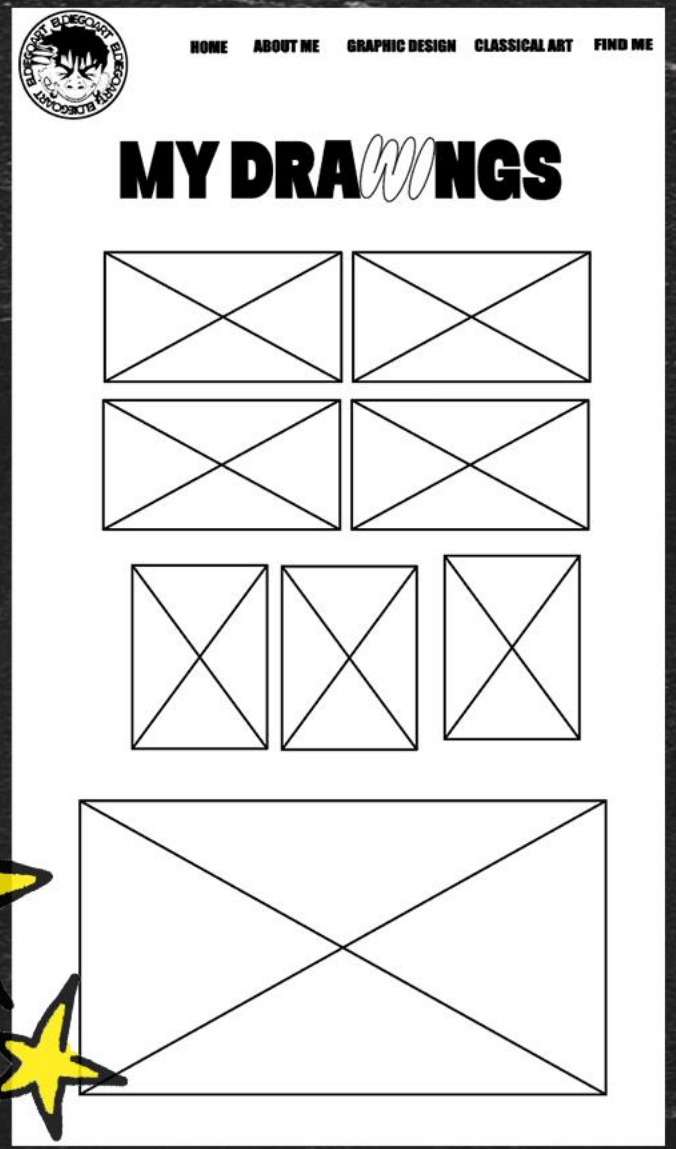
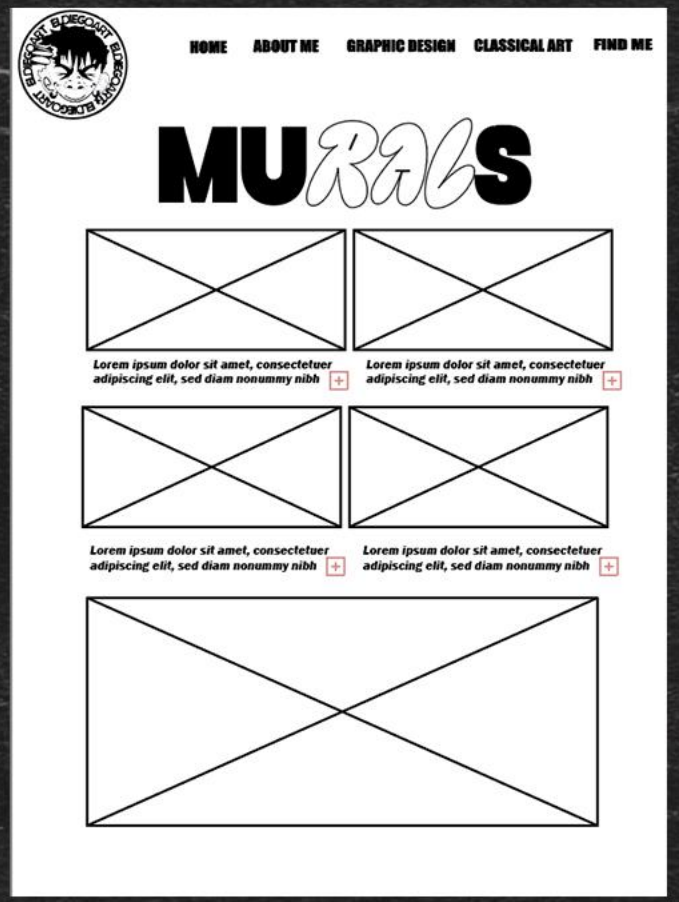


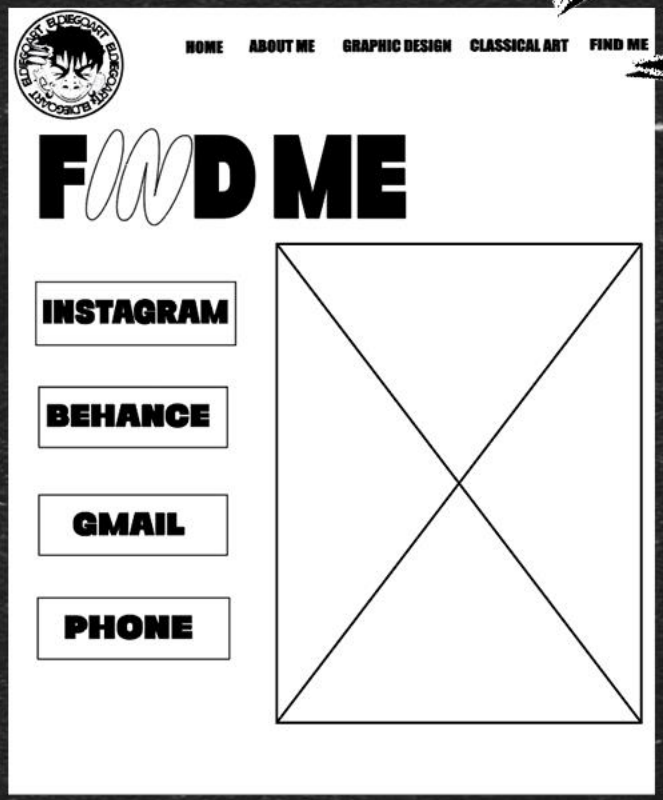




WIREFRAMES 3







MOODBOARD A

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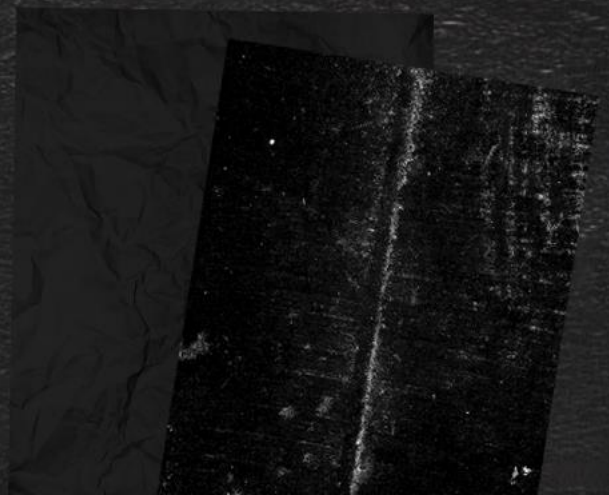

MOODBOARD

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FONT SUBTITTLE:TEENAGE DREAM 2

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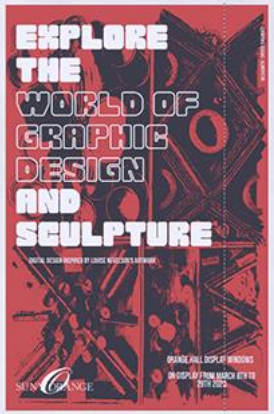
Brand Identity - Logo

FULL COLOR MOCKUP

FULL COLOR MOCKUP B

FINAL SITE-DESKTOP

MY POSTERS



MY DIGITAL DRAWINGS

MY STICKERS
BAD FLOWER
PEACE?
MY-T SHIRTS
EL PIE GO
NOBODY CARES ABOUT THIS T-SHIRT
AMERICA WANTS YOU TO CONSUME

WELCOME
ABOUT ME
GRAPHIC DESIGN
CLASSICAL ART
FIND ME
MY DRAWINGS

MY MURALS

"Pais de cabeza"

made by eldiego, Mickey, Shadow and Ripper
2019 after the congress was closed in Peru

"Politicos de mierda"

made by eldiego,
2021 Following the theft of Covid-19 vaccines by part of the governmen

"El corral"

made by eldiego, Mickey and Ripper
2020 after the vacancy of the president in that year

"un ojo sobre el pais"

made by eldiego and Shadow
2020 After protests against the current president appeared on the BBC

WELCOME | ABOUT ME | GRAPHIC DESIGN | CLASSICAL ART | FIND ME

FIND ME OR I WILL FIND YOU

INSTAGRAM:eldiego_art

BEHANCE:diegosalinas29

GMAIL:diegosalinasb2004

PHONE:845 857 6339

INSTAGRAM: eldiego_art
BEHANCE: diegosalinas29

FINAL SITE-MOBILE

Join us on the WIX app

MY STICKERS

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MY DRAWINGS

Join us on the WIX app

MY MURALS

"El corral"

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